

Message Text

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13

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 TRSE-00 MMO-04 /024 W

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R 151543Z JUL 76

FM AMCONSUL ZURICH

TO SECSTATE WASHDC 2305

INFO AMEMBASSY LONDON

AMEMBASSY BRUSSELS

AMEMBASSY THE HAGUE

AMCONSUL FRANKFURT

AMCONSUL MILAN

AMEMBASSY BERN

UNCLAS ZURICH 0387

E.O. 11652: N/A

TAGS: BEXP, XG

SUBJ: SALE OF US BICENTENNIAL UNCIRCULATED AND PROOF
COIN SETS

REF: STATE 165064

1. EMBASSY BERN HAS WORKED THROUGH SWISS BANKERS ASSOCIATION TO PROMOTE SALES OF BICENTENNIAL SETS BEGINNING JANUARY WHEN LETTER RECEIVED FROM DIRECTOR OF MINT DATED JAN 19 ASKING FOR AMBASSADOR'S ASSISTANCE. AMBASSADOR REPLIED JAN 29. MAJOR SWISS BANKS ARE SELLING COINS WHICH HAVE BEEN DISPLAYED IN SHOW WINDOWS IN PRESTIGIOUS LOCATIONS. PRIVATE COIN DEALERS ARE ALSO SELLING AND HAVE FEATURED COINS IN THEIR WINDOWS.

2. IN ORDER TO ASCERTAIN PROSPECTS OF INCREMENTAL SALES WE HAVE CONTACTED COIN SALES DEPARTMENTS OF TWO MAJOR BANKS AND A PRIVATE DEALER. CONSENSUS OF OPINION IS THAT AVAILABILITY OF BICENTENNIAL COINS IS WELL KNOWN IN TRADE, BUT THAT SIZE OF ISSUE AND PRICE HAS PLACED RESTRAINT ON SALES. ONE SOURCE STATED THAT COLLECTORS HAD ALREADY MET THEIR NEEDS, OTHERS THOUGHT THAT PUBLIC RELATIONS CAM-

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PAIGN MIGHT INCREASE SALES IF IT INCLUDED ADVERTISING TO

V REACH GENERAL PUBLIC. ALL AGREED THAT INTEREST IN AMERICAN
BICENTENNIAL HAS PAST ITS PEAK.

3. FOR TYPE OF PROMOTION OUTLINED IN REFTEL LOCAL COST
ESTIMATE FOR ZURICH WOULD BE DOLS 200 FOR RENTAL OF
APPROPRIATE SPACE FOR TWO DAYS, DOLS 250 FOR PRINTING
AND MAILING, DOLS 100 FOR INTERPRETER AND DOLS 600 FOR
RECEPTION FOR 40 PERSON.

4. CONGEN READY TO MAKE ARRANGEMENTS IF PROPOSED VISIT
BECOMES FIRM. WOULD APPRECIATE NOTICE AS FAR IN ADVANCE
AS POSSIBLE.

NELSON

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NNN

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